**Case Study Analysis**

**Title of the Paper**

[Insert Title.]

**Student’s Name**

[Insert student’s name]

**Name of Institution**

The University of Arizona Global Campus

**Course Name and Number**

Consumer Behavior, BUS350

**Instructor’s Name**

[Insert instructor’s name.]

**Due Date**

[Insert the due date.]

**Introduction**

[Insert an introduction of at least 100 words in 1-2 paragraphs.]

[Your introduction paragraph needs to end with a clear thesis statement that indicates the purpose of your paper. For assistance on writing [*Introductions & Conclusions*](https://writingcenter.uagc.edu/introductions-conclusions) and [*Writing a Thesis Statement*](https://writingcenter.uagc.edu/writing-a-thesis), refer to the Writing Center resources.]

**Analysis**

[Analyze the case scenario by addressing the following prompts]

**Trends impacting consumers' buying behavior**

[Explain one technological trend that has impacted consumers' buying behavior in the fashion industry.]

[Explain one social trend that have impacted consumers' buying behavior in the fashion industry.]

**Role of ethical consumerism**

[Discuss the role of ethical consumerism in the success of Eco-Fashionista.]

**Role of semiotics in creating brand meaning**

[Discuss the role of semiotics in creating brand meaning for Eco-Fashionista.]

**Cognitive learning theory**

[Apply cognitive learning theory to explain how consumers learn about Eco-Fashionista's activewear.]

**Intrinsic and extrinsic motivations**

[Identify the intrinsic and extrinsic motivations of Eco-Fashionista's target consumers.]

**Formation of attitudes and changing negative attitudes**

[Analyze how attitudes toward sustainable fashion are formed and how Eco-Fashionista can change negative attitudes.]

**Strategies to enhance the shopping experience**

[Recommend two strategies that Eco-Fashionista can use to enhance the shopping experience for online purchases.]

* Strategy 1: [Elaborate on the strategy]
* Strategy 2: [Elaborate on the strategy]

[Recommend two strategies that Eco-Fashionista can use to enhance the shopping experience for offline purchases.]

* Strategy 1: [Elaborate on the strategy]
* Strategy 2: [Elaborate on the strategy]

**Role of gender and body positivity in marketing strategies**

[Discuss the role of gender in the Eco-Fashionista’s marketing strategies.]

[Discuss the role of body positivity in the Eco-Fashionista’s marketing strategies.]

**Recommendation**

[Recommend 1 ritual that can be used in the promotion of Eco-Fashionista’s activewear.]

**Diffusion of innovation**

[Explain the diffusion of innovation in the context of sustainable fashion.]

**Conclusion**

[Insert a conclusion of at least 100 words in 1-2 paragraphs.]

[For assistance on writing [*Introductions & Conclusions*](https://writingcenter.uagc.edu/introductions-conclusions) refer to the Writing Center resources.]

**References**

[Insert references that are formatted according to APA Style as outlined in the Writing Center. Refer to the *[APA: Formatting Your References List](https://writingcenter.uagc.edu/format-your-reference-list)* resource in the Writing Center for specifications.]